# THE Dublishers' Weekly

The American Book Trade Journal

Published by R. R. Bowker Co. at 62 West 45th Street, New York
R. R. Bowker, President and Treasurer; J. A. Holden, Secretary

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VOL. XCIX.

NEW YORK, MAY 14, 1921

No. 20

Uniform with "Mirrors of DowningSt" al Literary Blast which shook all England" Ready in It will shake america too, a few these revelations whose author knew the intimate records and as interpreter harticipated in the conferences of those overlords of the Great War, The Supreme Council Members no books written By Captain Peter E. Wright about the war have produced a greater sensation. The book is startling in its Published charges and fearless in the manner in G.P. Putnam's Sons which it makes them". ny World 2West 45th St. NewYork City

If you die of old age at seventy it's your own fault.



If you really want to you can live to the Age of Methuselah

Everyone who can read will want this book which scouts the notion that three score and ten is the natural span of human life and which shows that the rational slogan of the day should be—

## BACK TO METHUSELAH

We suggest the following course to enable you to obtain the largest possible number of advance orders for this sensational play by

## BERNARD SHAW

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- (2) Send for advance jackets and put them on books in your window.
- (3) Instruct your clerks to talk about the book, arousing curiosity and interest.
- (4) Solicit advance orders from

your regular customers by telephone, out of town customers by mail.

- (5) Place a sheet on your bulletin board on which customers may put down their names for a copy of the first edition.
- (6) Advertise in your local paper on publication date (live copy of any size will be furnished by us.)

If you start this program now and carry it through until publication date you will be well repaid for your effort. Stock up now for the first edition will be almost entirely sold out by publication date, and it is the first edition your customers will want most.

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By Mr. and Mrs. Haldeman - Julius

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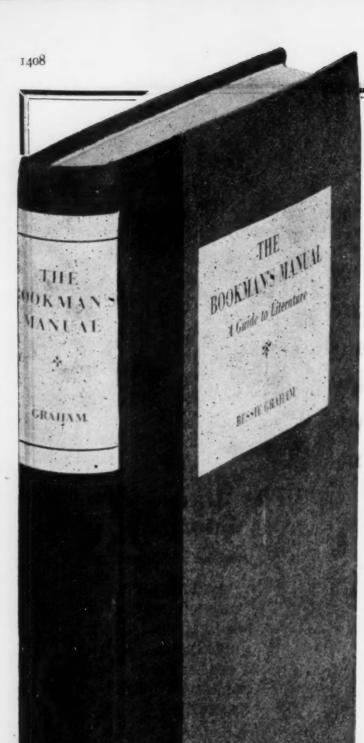
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## "Training a Bookseller might have"

The Bookman's Manual is an experiment and a definite achievement in the line of bookselling education.

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R. R. Bowker Co. 62 W. 45 St. New York

### The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

May 14, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

#### Will Fall Book Prices Be Lower?

The estimation of purchases and buying policies has been the very vital problem of both manufacturers and retailers, and with the heavy fall season now only a few months away it has been necessary for all to weigh carefully general conditions and specific conditions in order to be amply ready for the season and yet not to misjudge what that season will be like. This condition makes the following letter, which has recently been sent out to Indiana booksellers by Charles A. Penzel, a book and stationery dealer in Muncie, Indiana, of particular interest:

To Fellow Booksellers of Indiana:

"It just occurred to me that if the booksellers would hesitate in giving orders for fall books and bibles until about the last of August or the first of September we would get the publishers in a frame of mind to give us lower prices which the public will expect this fall

"The manufacturer of bibles increased the price of their bibles last December and as paper, leather, cloth, and in fact, everything that goes into the bible is less than it was, of course they will argue that they have material on hand that they contracted for at a higher price and are still using it, but they forget that they had material on hand at a low price when they advanced prices and from which they profited handsomely. Now they are entitled to reduce prices even if they are manufacturing from higher priced material.

"Booksellers will be at a disadvantage with the public this fall if they have to sell at the same price or a little higher. Every other line of merchandise has taken a decline and the public will expect it of us. You can look back a few months and remember what happened when the public refused to buy clothing and shoes at the high price, the manufacturers got busy and reduced their prices so the retailers could reduce theirs

"This letter is being sent to one bookseller in each county seat in Indiana and if you will get in touch with the other booksellers, have them cooperate, we can greatly benefit ourselves, at least, we will not be any worse "If you have any comments or suggestions, please let me hear from you."

"Yours very truly,

CHARLES A. PENZEL.

"Muncie, Indiana."

A trade paper such as the Publishers' WEEKLY has for one of its most important functions gathering and printing the facts that will enable retailers to judge of their buying policy, and, as conditions have changed and fluctuated, it has been its aim to take especial pains in bringing all information possible to the front. If the deductions made from the facts on book price conditions as we have collected them seem different from the opinion of Mr. Penzel, that there is to-day an artificial level of prices, our opinion is not given with any intention of artificially stimulating retailers' buying, but with realization that some advance estimates must be made in the spring if business is to proceed in the

The prices of books, generally speaking, reached the level now shown some six months ago. Both publishers and retailers have closely watched conditions since, and the question now is whether these general levels will still obtain during the balance of the year.

There are three general conditions that would affect the prices.

First, the general conditions of trade in all industries and business. The government figures on the cost of living have indicated recessions of about 30 per cent on general necessities during the past four months. It is natural that there should be a general expectation that at least this amount of reduction would appear in all lines. It has to be remembered, however, that the merchandise included in these figures increased after 1914 about 120 per cent, while books went up on an average of about 50 per cent. If it is an inevitable thing that all lines of merchandise follow one general trend, books such as fiction should have reached the price of \$2.75 and then on the present market have receded about 30 per cent. This is not, however, what happened, and the \$1.35 fiction of 1914 has only reached an average of about \$1.90 to \$2.

The second reason that might break prices is an oversupply, with a consequent necessity of reducing stocks at any cost. In book publishing, as we read the figures, there has been little temptation to or facility for manufacturing heavily in the last two years, and we can find no indication at all that a slowing down of

business will find stocks that will have to be precipitately unloaded as many other lines of merchandise have been unloaded.

The third and most important thing to consider is as to whether the actual manufacturing costs of books have so changed since last fall that there can be an expectation that prices will recede during the summer. In considering this it should be pointed out in the first place that competitive lines of books, Bibles, popular series, etc., have to be manufactured in the spring for the fall business, and, if there are any subsequent changes that now cannot be foreseen, they cannot affect the actual manufacturing cost of the goods that are to be on the counters the next fall. Since list prices reached a fair stability last fall, there was an increase in the cost of printing in December, and in New York at least there has been another increase this May owing to the change to the forty-four hour week. Paper, the other most important item, is now about double the pre-war figure instead of four times the pre-war figure at the peak of last fall. Most of the books of last fall, however, were manufactured on paper at approximately 13c., and, while a drop to 8c. brings some relief, it has not yet been enough to take up the increase in the cost of printing. The cost of binding materials, as of paper, has gone down since December, but as the binderies in New York, where most trade manufacturing is done, are in a strike condition and little work is going thru, there is certainly not much relief in this year's cost in that direction.

If competitive lines, which are manufactured in the spring, show no cost reductions over a year ago, and in fact some increases, there comes the question of whether new current books as manufactured in the fall will be lower in price than those made now. Among many publishers interviewed as one compares their reports with other figures obtainable on basic costs, there seems to be no indication that the cost to the publisher of making a book is to be any less this July than last July, and, unless other conditions enter in that cannot at all be foreseen, the cost of fiction next fall seems likely to remain at from \$2 down to \$1.75.

Another side of this matter which retailers can easily see is there are hundreds and even thousands of good titles out of print. If book publishing at present list prices were as profitable as some estimate, publishers would have certainly put these titles on the presses again, but the fact remains that increases in list prices

of books have been not enough to make reprinting of hundreds of old titles possible. It is to be hoped that the slight easing in paper and binding materials may make it possible to put many of these books back on the list, to the benefit of author, publisher and bookseller.

Whether the book business of the coming season is to be equal to that of last fall cannot be estimated for any countrywide prophecy, but there is a feeling of great confidence among the retailers, and there are many indications that the gain in book reading that has been accomplished in the last few years is not going to be a thing to subside in a season, and it is the belief of the Publishers' Weekly that 1921 can and will be a successful and profitable fall for the bookstore.

#### Trade Statistics

WHEN the question of reorganization of government departments comes up in Washington, it is hoped that the Department of Commerce will get a larger appropriation for its trade statistics. Certainly no appeal for increased funds is more justified in the present Congress than Mr. Hoover's request for \$618,000 for securing better facilities in the compilation of industrial data.

Every trade in the country would be substantially benefited by a better collection of trade statistics and a wider dissemination of facts regarding domestic production, consumption, general export conditions, etc. To be thoroly successful such material must be collected and presented to the whole commercial community, buyer, seller and banker, by some government department which approaches the problem in a purely objective way.

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The book-trade, altho one of the smallest industries, has long felt the need of real statistics. Under present conditions if a publisher considers entering into the export field and wishes to know how many books, for example, are sent to South America, he probably finds only some general figures on present book exports, but little definite information regarding the possible South American market. Book publishers can now only guess at the amount of book production and consumption in this country. If publishing is to be on a large scale—and it is larger scale production that must be the direction of our growth-it should not be necessary to go it blind as to the possibilities of the markets.

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## "Buy a Book a Week"

#### By Will Johnson

W. B. Read Company, Bloomington, Illinois

The following paper was read by Mr. Johnson at the convention of the Illinois Booksellers' and Stationers' Association just closed, and was received with so much interest that it was unanimously agreed that the paper ought to be submitted to the Publishers' Weekly.

Mr. Johnson began by displaying posters and streamers sent out to the booksellers by the Year Round Bookselling Committee: "More Books in the Home, Buy A Book A Week"; "Books Make A House A Home, Buy A Book A Week"; "For Comfortable Slipper Evenings, Buy A Book A Week"; "America's Making Told in Books, Buy A Book A Week"; "Books Are True Friends, Buy A Book A Week"; "Books Make A Happy Fireside, Buy A Book A Week"; "A Home Without Books Is Like A House Without Windows, Buy A Book A Week"; "Useful Books for Every Need, Buy A Book A Week."

FOUR mailing tubes like this have come to your store and to ours, containing posters and streamers. What have you done with them? The first two, with contents undisturbed, were serenely and complacently slipped behind the ten-cent ink tablet counter for a more opportune leisure moment in our store. Days and weeks rushed by. We counted hundreds of agates and immies and handed out dozens of rubber bouncers. We doubled our money on old dirty school books bought and sold during the first week of the second semester.

February is full of extra special and patriotic days demanding of the bookstore elaborate displays of decorations and favors for the party-giving, novel-hunting public. One morning, after the last tray of bleeding hearts from Cupid's darts had been put away, and George's hatchet sheathed again, there came to my special notice a letter explaining and extolling the plans for Religious Book Week. The very suggestion and idea of a Religious Book Week appealed to me. It resembled a benediction after the February celebrations. What books could we display? Bibles, of course, and testaments and prayer books and hymnals and Sunday School lesson commentaries, "Daily Strength for Daily Needs," some of Gordon's "Quiet and, oh yes, some of the beautifully illustrated Bible stories for the boys and girls. In my mind I planned a big display for the window, for the book racks and the tops of the cases. Oh, if I only had some posters! And not until then did I remember that E. P. Dunlap of Grosset & Dunlap had very incidentally mentioned Religious Book Week in connection with some scheme which he called the Year-Round Bookselling plan. What was it? Then I remembered the tubes behind the ten-cent tablets. Quite surreptitiously I fished them out of the pile of rocks and trees and horses and guns, accumulated display matter for the western and detective stories. I pulled the posters and streamers out of the tubes.

"Buy A Book A Week, More Books in the Home." January gone!

"America's Making Told in Books, Buy A Book A Week." February gone!

You all know that thirty-five or more publishers are co-operating in this Year-Round Bookselling plan. They are expending five thousand dollars in presenting this plan to us booksellers and giving us suggestions as to the best methods of inducing the public to buy a book a week. I should have known all about it. The Publishers' Weekly—it comes every week, and I read it most religiously and carelessly—was full of the Year-Round Bookselling plan. In every catalog and circular and in some of the magazines appears the slogan—"Buy A Book A Week."

Are you doing it? Are you doing it? I am. I buy a book a week and pay for it. I began the first week in March. I selected "Green Mansions" by Hudson (Modern Library, Boni & Liveright). I read it that week. The next week, for more than one reason, I bought a second-hand French book, "Le Français et sa Patrie," thirty-five cents. One of the clerks in the store, a woman, heard me mention the plan, and she is buying a book a week and is even more enthusiastic about it than I am. We enjoy the keenest thrill a book lover can experience, for we are at the same time book lovers and book buyers. It is like a movie serial. Monday morning we begin the pleasant task of selecting the book which is to be purchased some time during the week, most likely Saturday night. You know the power of suggestion, and sometimes the selected book is sold to a regular customer before I can secure it. Incidentally we discover not a few books whose entertaining contents were hitherto un-We suggested the "Buy A Book A Week" plan to the other clerks on the first floor and to the office force. The two young men, ex-soldiers, are bright and capable but somewhat self-important and a little the worse from life in Uncle Sam's army in a French town. Both emphatically declared that they could not afford it, even if they wanted to do it. I asked them to keep an account in detail of the money they spent in one week for soda water, candy, peanuts and popcorn. Here is one list:

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In the office, the *Tribune* Beauty Contest girl threw up her head, her one nose and two hands in horror: "Buy A Book A Week, man, I am dead broke all the time." Here is the list of her expenses for the extra necessities of her stomach:

4/21/21	Soda 110
	Chocolate 100
	Whistle 100
4/22/21	Candy 50
4//-	Whistle 100
4/23/21	Peanuts and Candy 150
., .,	Candy 100
	Soda 110
4/24/21	Candy
4,-1,-	Soda
4/25/21	Milk Shake 170
4/-5/	Whistle 100
4/26/21	Peanuts 50
4,,	Whistle 100
4/27/21	Milk Shake 170
4/-//	Soda IIC
0	2
Seven	day total\$1.78

Last Saturday night one of the young men bought "The Four Horsemen of the Apocalypse" and the other "Jacob's Ladder" by Oppenheim. To my great astonishment I discovered that two men had been buying a book a week since the first of January, one was connected with the business end of the evening newspaper and buys mostly fiction, popular copyrights, and has the best time selecting his books. A young man in the office of the Y. M. C. A. is a great lover of poetry, and he adds a volume a week to his library. He goes to the poetry section, pulls down book after book, reads and puts them back again and again until he finds his choice. He is a book chooser as well as a book lover and book buyer. An enthusiastic socialist, a railroad shopman, is buying a book a week. found some of his books on our shelves and I have ordered others. A prosperous real estate man is buying a book a week, but as he is often out of town our store does not always get the benefit. He has bought "Mystic Isles of the South Seas," "Steeplejack," Margot Asouith's "Diary," Wells' "Outline of History" and other expensive books. He is a good customer. A business man, a dry goods merchant, also a bachelor, buys a book a week and enjoys the privilege of doing so. His tastes are somewhat similar to my own, and sometimes we work together in making our selections. I asked another bachelor friend who has always been a regular reader why he bought a book a week. He has lived in all parts of the country and travels much, especially back and forth to Chicago. He said: "Good Lord! How can anyone live in Bloomington and not buy a book a week! I need a book a day." There may be a few others.

The plan has spread not rapidly nor with volume, nothing like the mad stampede on "Main Street." A returned well-to-do citizen, a college graduate and a student, was disgusted with the idea, made light of it, then apologized because he thought it was hurting my feelings. He said he couldn't buy a book a week because he couldn't read a book a week. and if he couldn't read it, he didn't need it, and if he didn't need it, he wouldn't buy it. He termed his reading as seasonal, some weeks with several books, others, no books at all. A college professor informed me with some dignity and a little superiority that he bought books for a purpose, the motive his own. He could not imagine any reason sufficiently strong to induce him to waste his time and mental energy in buying a book a week.

I had the courage to broach a farmer on the subject. He has a most comfortable home. large living room with a big fireplace-three fine boys and a baby girl. Of course, he laughed at me and said it was impossible this year, but begged me not to tell his wife or boys about it. She bought a handsome copy of "King Arthur," and the next Saturday the boys took home one of James Willard Schultz's Indian stories. I hope they are forming the habit. In another family a dear little sevenyear-old Nancy is delighted with the idea. Last week she bought "The Story of the Robins' which I had read many, many years ago. The teachers and the librarians of the children's department should be willing and eager to give their assistance by suggesting that the boys and girls read a book a week. It is not necessary even to hint to you the possibilities of such co-operation, for you know, at least by hearsay, the old proverb, "Train up a child in the way he should go, and when he is old he will not depart from it."

The movies for children on Saturday morning are an asset in favor of the plan. We might in some way let the children know that the book shown in the picture is for sale. Would it not be a good idea for our wise publishers in making their Year-Round Bookselling plan to arrange for two different weeks for children's books? The one last November was most successful, and the results are still evident. For several years the last of November the kindergarten teachers of the University Training School have borrowed from the local stores many juvenile books and shown them to the mothers with comments. Last year early in December, because of an urgent request, one of our clerks talked to the Parent-Teachers' Association on books for children.

April is the month for Back to Nature Books. We had a fairly creditable showing, on the tops of two cases, of bird, flower, camping and scouting books and a few on gardening and agriculture. It was surprising how interested in them was the casual loafer and shopper.

May and June have always been the months for books for graduation gifts. This year adds book showers. Government statistics prophesy that there will be a hundred thousand brides in June. There have always been June brides, but never before have sixteen hundred booksellers been working together in competition with berry spoons and cut glass. Your window might well display a model home library with a general collection of books of standard and modern authors, a poetry group and a reference shelf. Inside there might be a small revolving book-rack, with four sections, each section holding four books, sixteen suitable books for the new home.

How is this for a selection?

SECTION ONE.

Palgrave's "Golden Treasury."
"Chief American Poets."
"High Tide."

"Just Folks."

SECTION TWO

"Boston Cooking School Book." "1000 Ways to Please a Husband." "Business of the Household."

"A Busy Woman's Handy Garden Book." SECTION THREE

"Ramona."

"Tale of Two Cities." "Woodcarver o' Lympus."
"The Mountebank."

"The Promised Land." "Now It Can Be Told." "Business and Religion."

"The Lure and Lore of Travel."

Nearby there might be a half dozen red leather volumes of O. Henry between a pair of mahogany bookends. In a modest extension book-rack one could display a dozen handy pick-up volumes, Modern Library, for example, or if you desire something more simple and unchallengable, the Hurst Companion Books, or Burt's Library of Standard Classics. Show a large gift book with handsome illustrations and a large family Bible—they are

coming back into style.
"Will the New Home Have Books?" Yes, by all means, if the booksellers sell all of those books as wedding gifts, and even if we do not sell them, the even if we do not sell them, the groom may have been buying a book a week. The Buy A Book A Week plan has made the bookseller a more thoughtful man and a more careful buyer. He looks into the future. He has dreams and visions. Behold him as another and farthersighter Mr. Brittling. He looks ahead ten years and sees thousands of families buying a book a week and reading them together. He sees a return of the old-fashioned simple family home life. The problem of the eternal triangle has been solved. Books have converted it into a perfect family circle. The people who live and work on "Main Street" have something to do, something to think about, something to look forward to, for they are buying a book a week.

## The Influence of Book Titles In the Selection of Picture Material

By M. P. Robinson

HIS seems to be a question that is answered in different ways by different producers—or rather the scenario editors who select the plays and books for the producers of motion pictures.

I had thought it an easy question to answer when asked to write upon the subject, but in speaking of it casually to several friends of mine who are scenario editors, I found such a diversity of opinion, I determined to write to several others and get more light on the subject. Again, there was a variety of opinion. Some usually discarded the original title of the book; others used it when it was fairly well known to the reading public. All have agreed on one point—that the psychology of the motion picture attendants was different from that of the general fictionreading public, and therefore had to be treated to a different method of allurement to bring. people to see the picture.

Another phase of the question is presented by the fact that a title should not be over seventeen letters, when used for the screen, as more than that number cannot well go on the electric light signs used on the theaters to draw the crowds.

It must be remembered that the motion picture public is composed more of the people of

child-like intelligence than the fiction-reading public-this in all due deference to the more enlightened crowds on Broadway, New York. But these crowds, it must be remembered, compose but a small portion of the masses to be appealed to. The little-town people of the middle west and south, the foreign element also, child-like in their emotions and love for the sensational-all these must be taken into consideration by the producer and his right-hand man, the scenario editor. For the exhibitors thruout this country and the foreign countries where our motion pictures have such a tremendous vogue, demand a catchy title for their pictures, and are in a position to know what will appeal most, so very often they shy at a title which may be well known to the large class of fictionreaders, but has not become known to the mechanic, day laborer, his wife and children, and to the crowds in Tokio, South America, and other foreign countries as well.

However, when a title is catchy, and has the further recommendation of being well advertised as a book or play, the scenario editor knows as well as anyone how very important it is to retain it.

In looking over a list given me not long ago of screen plays produced during the lat-

ter half of 1920, this list selected by the National Board of Review of Motion Pictures, I find that only twenty of the original titles were changed in the motion pictures produced from books and plays. Twenty titles, only, were changed, as compared with the fifty which were kept. But-and this is an important item-many of the fifty were based on plays, legitimate dramas produced in New York and abroad; and these plays were best known and most widely advertised by their titles, such as "Thirty-nine East," and others as prominent. Others were based on books by such well-known authors that the general masses had heard of them even if they had not read the books, and the reading public was readily caught by seeing, for instance, that "Lady Rose's Daughter, by Mrs. Humphry Ward," was booked as a film production.

Some of the big companies exploit the names and titles used originally, some change them nearly every time, and some use themas Goldwyn for example—when they have the authors themselves working for their company, as the authors help to direct the making

of the picture.

Mr. Block, Scenario Editor of Goldwyn's,

"The reading and writing public has not yet taken in the fact that the psychology of the motion picture spectator is entirely different from that of the fiction-readers. So different is it, that there is almost no story adapted for the screen by us, which we do not have to change materially; and this we tell the author at the very first. The title makes no difference to us at all, as we change that as well as the story. If it happens to be what we want, we use it, but not otherwise

does it influence us.

"This is especially true, since we have been able to secure the services of such very celebrated authors as Mrs. Gertrude Atherton, Rex Beach, Kathleen Norris, Rupert Hughes, Gouverneur Morris, Katherine Newlin Burt, Mary Roberts Rinehart, Alice Duer Miller, and others as prominent in the fiction world. As these authors are now writing directly for the screen, we are not so interested in outside work, altho we accept any story that is worth while and will fit one of our stars. But under these conditions you can see that we pay no attention to the title of a book; unless, of course, it is a best seller of very recent date."

Mr. Durant, Scenario Editor of the Famous

Players-Lasky, said:

"I consider the title of a book, when contemplating buying that book, as of paramount importance. It makes a great difference in both book and legitimate play, as to whether the title is catchy and appropriate. But as we have to consider the length of a title, we sometimes have to change it. For the title should not be more than seventeen letters, if possible, so that it may be used in electric lights on the theater. This, of course, makes a difference."
This company, Famous Players-Lasky, has

begun a series of "all-star" plays, in which the plots are founded on well-known books or legitimate dramas, by celebrated authors, and the actors and actresses are stars. For instance, "Sentimental Tommy" has just completed a run of several weeks on Broadway. Naturally such a book, by such an author, with the title appropriate and of the right length, was kept. This title, it must be noted, was also attractive to the average motion picture crowds, having an appeal to the 'love for a lover" that is in all of us, high or low.

Many of the pictures are founded on stories from the cheaper magazines, stories that have a clever plot but an ordinary title, which means nothing to the crowds. Here is where the companies hunt for a title "with a punch" to catch the people-a title which of course has to be an indication of the picture and yet does not tell too much of the plot.

Mr. Brownell, Scenario Editor of the Uni-

versal, said:

"There is a great difference between the motion picture spectator and the reader of a The majority of the crowds who attend the picture houses are those who seldom read books, not because they are not intelligent, but because they have not the time and some of them have not the patience-as the busy housewife or the "Tired Business Man." We have found a very satisfactory way to secure a new title. We offer a prize of fifty dollars to all our employees, from the highest to the lowest, for a good, appropriate title for a new picture. The heads of the company are the judges, and we usually find the best titles in this way."

Mr. Hammett, Scenario Editor of Selznick

Pictures, says:

"I would say that unless a book or play has had a very wide reading or stage vogue, the consideration of the title has very little to do with the final selection of either book or play for screen purposes. An appealing title will not atone for a bad picture, but a good picture can be helped by a main title which intrigues the public mind.

"Occasionally some unknown author will submit an impossible story which by chance has a unique title. Sometimes a story of this sort is purchased for a small sum, in order to

obtain the right to use the title."
Mr. Baker, Associate Editor of the Vita-

graph Company, says:

"When you ask concerning the influence of book titles in the selection of picture material by the producing companies, I assume that you refer to books which are not numbered among the "best sellers," and whose main titles have not yet been exploited in a way that would prove valuable to a film of the same title.

"It has been my experience that book titles have practically no influence in the selection of stories. Too often, as in film productions, the titles give more promise than fulfilment. Books are purchased on their plots, characterizations provided for the leading players, distinctive touches and originality of treatment. The only value the titles have is to call the books to the attention of the selecting editors.

books to the attention of the selecting editors.

"'Dead Men Tell No Tales' is a title that commands attention—but it was on the plot and action of the story that it was selected for production. Besides, very few book titles remain when the film is released for public view. It is a peculiar phase in this business that the titles that lure the fiction-reading public to the purchase of books are so dissimilar from the titles that lure the picture-going multitudes into the theaters.

"Producing companies do not care what the title of the book is—if it provides an acceptable vehicle. The film companies can provide their own titles—what they want is stories"

their own titles—what they want is stories."

It is a noticeable fact that that super-direcor and producer, David Wark Griffith, has very seldom used the titles originally used in the stories or plays he has made such a success

with. Many other noted directors of the motion pictures seem to prefer to invent titles themselves rather than to use those already given to the book or play they use.

To sum up—it seems that first, a book title must be well advertised to make it worth while to a producer. Second, the title must be short if possible, and have the heart interest; or, if the story is full of action, have the "punch" which is so necessary to attract the masses who attend the motion pictures, and, if this is possible, it must indicate the theme or plot of the story.

If the publisher of a book could persuade the author to invent a suitable title, looking to the eventual use of the story as a motion picture, then would advertise the book extensively, it would be advantageous as a drawing card when attracting the attention of the producer, and the title would be kept in the motion picture production.

## Adventures of a Bookseller

#### By Ketch

THE Bookstore had been closed for two hours, darkness had fallen, and the streets, recently so alive, had grown quiet: Mr. Ebony, the night watchman, was sweeping the floor and softly whistling, while up in the corner under the light sat Mr. Ondeck, his feet cocked on the table before him. He was reading, while on the table were several books laid out in a neat pile; for Mr. Ondeck had a system. Unable to read all the books that



AN' I BOUGHT-AN'-AN'-

came from the press, he made it a practice to stay at the store one or two nights each week, and, choosing ten of the new books, read the first chapter of each. Those that got away to a good start were laid aside for further perusal, and those that failed to catch his interest were consigned to the discard.

Mr. Ebony rested on his broom and regarded Mr. Ondeck with interest.

"Pahdon me, sah," said he, at last, "But does you read all dese yere bookses?"

"All of them! No."

"Ah thought that would be a lawge order."
"Yes, Ebony, it would, and if you want my opinion, few men could fill it. Such trash!"

And with that he tossed aside the book in hand, and picked up the next.

"This ought to be good. Want to hear it?" To his surprise, Ebony laid aside his broom, and took a seat nearby.

"Shoot, boss," he said. "I been wonderin' ever sense I come here, what 'twas about."

Mr. Ondeck began to read, and while Ebony was unable to absorb the whole of what was said, he caught enough to know that a young man had decided to leave his abode quite suddenly, and was giving orders to his valet to pack his grip. There was a great deal of "very good, sir," and "thank you, sir," on the part of the valet, and more fuss than seemed necessary on the part of the Duke (for such of course he was) over what clothes he should take, what cravats, what boots, and a lot of other things. Finally, Ebony heaved a heavy sigh, and remarked,

"The Juke mus' be leavin' fo' good."
"No. No. I think not," answered Mr. On-

"He ain't! Then, fo' de lan' sakes, what's all de fuss? Lawd, Mr. Ondeck, when I leave home all I has to do is blow out de light an' call de dog."

Ondeck laughed. "An' who is dis 'valley'? I don' git him."

"Yeh? Well, I mus' a been a valley once."
"So?"

"Yeh. Down in Georgy."

"I see. And who did you valley? Your massa?"

"No, sah. Jes ma uncle."

"Your uncle!"

"Yes, sah. An' twere me that lef' home, not him."

"Hmm. How'd you ever come to valley your

uncle, Ebony?"

"How come? Well, you see, when my ol' folks died, Uncle Rass he tuk me to raise, an' 'twere do dis, an' do dat, an' fetch me dis an' go git dat, till I wus walkin' wid my tongue a-hangin' out. Ole Rass wus mean, he were, an' I got it. He wouldn' move all day, jes' sit on de bench an' smoke, whilse I rustle the grub. An' eat! Man, how that nigger could eat. I got what wus lef', an' that wouldn' a-fed a hopper. An' all de time ole Rass he complain. Firs' his haid, den his back, den a misery in his foots. All de folks aroun' would bring him somepin an' he'd make off like he jes dis side er Johdan—till dey's gone; den he'd eat till der weren't a scrap lef', an' dat wus fer me. He et, but he didn' git fat. No, sah, he look po' all de time, an' skinny as a dog's hine laig. He too mean to git fat. Food jes shake han's wid his palate an' hurry on thru.

"Well, I got purty sick o' dis valley business, an' one night ole Rass he say Mose Brackin owe him twenty dollar, an' I mus' git it or not come back. So I seen Mose, an' he pay me out dem twenty hard bones, an' I started home. But on de way I met up wid Bazz Williams, an' Bazz he tuk me in an' bought de drinks. An' den I bought. Den in comes Sam Slick, an' Sam he bought. Den Bazz bought. Den I bought. Den Hen Howard comes in an' he bought. An' Bazz bought. An' Sam, he bought. An' I bought. An' . . . An' . . . Let's see, now. I don' jes remember who bought nex', but I woke up nex' mawnin' in a hayrick wid eighteen cents, an' all I'se askin' is: did dem niggers keep der turn?"

Mr. Ondeck tried to keep his countenance. "And then?" said he.

"Dat's all. Dat's when I lef' home," said

Ebony, resuming his broom.

For a time all was quiet; Mr. Ondeck was apparently deep in his book, and Ebony swept and whistled. Finally Mr. Ondeck looked up and said,

"What a pity it is that you can't read or

write, Ebony.

"No, sah. 'Taint no hardship. I has a roof, an' three square every blessid day.'

"I wasn't thinking of you," replied the other. "I was thinking what a loss to our

"Yassah," said Ebony, absently.

## Canadian Licensing Plan

THE feature of the proposed new copyright legislation in Canada which has brought out the sharpest comment from authors and publishers was the provision for the licensing of books when the original owner of the copyright did not choose to undertake to print the book in Canada. In a very detailed analysis of the whole copyright bill which is published by the Incor-porated Society of Authors this feature of the Canadian legislation comes in for sharp criticism, and the exact meaning of this legislation is described as follows:

"Under Clause 14, if the book is not printed in Canada within two months after the filing of the notice, any person is entitled to apply for a license to print the book in Canada, and must deposit with the Minister the amount of royalty on 1,000 copies of the book, not less than 100 dollars. The notice of such application must then be forwarded to the copyright owner, who is given fourteen days in which to reply, and two months in which to undertake the printing of the edition. Fail-

ing this, the applicant may print in Canada.
"Then follows a most curious section. Where there are two or more applicants the license shall go to the applicant proposing the highest retail price. A clause to this effect would seriously impede the one aim to further which it appears the Section is drafted, namely, the benefit of the public.

(a) The Government takes the control of the property out of the Author's hands.

(b) Fixes the value of the Author's property in the book at 10 per cent. on the retailed selling price.

(c) Then gives the sole right to print in Canada during the term of Copyright.

(d) Omits any statement as to how the price and format of the book are to be arranged.

(e) When accounts are to be rendered and all the other necessary details of one of the most difficult forms of technical contracts.

"The Author has no protection if he is issuing a limited edition. The Government take no responsibility as to collection and discharge of accounts, give no time for the payments of monies received and no security for the accuracy of the accounts, and may leave the unfortunate author in the hands of a speculative and untrustworthy publisher.

"The draftsman responsible for this Bill shows a woeful ignorance of the result of past legislation, and, as already stated, of the present methods of marketing literary

property.
"The compulsory licence for serial publication is almost as absurd in its terms and draftsmanship as the license for book publication. Again the Government takes upon itself to decide the terms of the contract, Section 15 (6), and sets a value on the Author's work, Section 15 (7). No Government office can carry this out satisfactorily. What is the advantage of giving the owner of the copyright a hearing when the clause is drafted to deprive the Author of his control?"

This legislation, which would apparently work so heavy a hardship on Canadian authors, has apparently been halted owing to the pronounced protest of the newly organized

Canadian Authors' League.

## Novels In Paper Covers

ANY times in the past year the discussion as to the future of the paper-covered book came to the front in periodicals and newspaper columns, and many people believed that if the average book could be produced in the paper cover the public would buy in this style eagerly. As a way of testing out this theory F. A. Stokes Company made a fair test of the case in January by publishing an important novel, Gertrude Atherton's "Sisters-in-Law," in both cloth and paper binding. As Miss Atherton's books appeal to all classes of readers and get a full showing in all classes of bookstores, the test was of special interest to the book-trade and to other publishers, and the Publishers' Weekly asked the Stokes Company to make a statement about its experience in this matter based on its four months of selling.

(Report from Frederick A. Stokes Company submitted at the request of the Editors of the "Publishers' Weekly")

"When we issued Gertrude Atherton's 'Sister-in-Law' in both cloth and paper bindings, in order to settle as far as this experiment might the wide discussion about the feasibility of issuing novels in paper covers, we made the statement that 'only with an important novel by a well-known writer could the experiment be conducted with any hope of getting satisfactory evidence.' The choice of 'Sisters-in-Law' turned out to be a good one because of the large sales and the unusual publicity given to the novel. Orders have come from a larger number of the booksellers scattered more widely over the country than for any Atherton novel in many years. Moreover the demand has persisted in a most gratifying way and the book is now selling

#### Book Titles and Vocabulary

PROBABLY the best of all publicity that can come to a book is to have its title become part of the everyday language of our day. After "Are You a Bromide?" was published, the word came into a common speech and has remained there ever since. "Main Street" has practically come to stand for a general idea, and the report is that hundreds of towns are thinking of renaming their Main Streets in order to avoid a definite connection with so well recognized an idea. An advertising agency, thinking explanations unnecessary, even went so far as to make a verb out of the heroine's name, telling its clients not "to Carol Kennicott."

"Moon-Calf" is another instance in the same direction. One begins to see the word used without capital letters as an accepted figure in describing the youth of today. Both Harcourt and Knopf have picked out these characteristics of their books and have been pushing them to further recognition in general advertising.

actively nearly five months after publication.

"Furthermore, newspapers and periodicals took a keen interest in the experiment and helped to make it a true test by giving generous space to the discussion of it. The advertising of the novel was carefully planned (an unusually large sum was expended), and every advertisement called attention to the paper as well as the cloth edition, giving prices.

"Results, therefore, may be taken as conclusive as far as this type of novel is concerned.

"Up to the present time the proportion of sales is one copy of the paper to fifty-four copies of the cloth. The paper-bound edition sold almost exclusively in the East. Fully one-half the sales were thru New York retail bookshops or department stores, and nearly one-third of the sales were made in one book department which took a special interest in the paper covered edition. With a few exceptions booksellers knowing their clientele did not attempt to push the sale of the paper covered book; they furnished it only on demand. The big majority did not order the paper bound books at all. There were a few scattered sales in Boston, Philadelphia, Chicago, Indianapolis, Baltimore, Washington, Detroit, and some of the cities in New York There were some reorders for the paper-bound edition, but almost all of these came from the New York City shops.

"It is clear then that booksellers flatly do not want paper-covered novels and that the novel reading public does not want them enough to demand them even when they have been announced and discussed as widely as in this case."



AN INTERESTING BOOKPLATE

#### Printing and the 44-hour Week

F OLLOWING the report on new scales in New York printing offices and the beginning of the 44-hour week in the New York shops comes the announcement from Chicago that a reduction of \$4.35 has been accepted by the job printers and the closed shops have accepted the 44-hour week. This is a slightly smaller reduction than was applied in New York. In both cases this means an actual increase in the cost of printing to the con-sumer, as the general overhead of every printing job must be charged onto a 44-hour week instead of a 48-hour week, with the result that the cost per job will be higher. The result in New York of the change in hours coincident with the application of the reduction of wages has been about a 7 per cent general increase in the cost of printing.

In Boston the Employing Printers have refused to consider the 44-hour basis, and a walk-out ensued. Pressrooms are being filled up with new workers, and most shops are husy training new men. The situation is

improving as to output.

Philadelphia printers have refused absolutely to give the 44-hour week, and about 800 compositors went out on strike. Some shops are entirely closed, but many have a full organization of compositors on the job. It is reported that the compositors are offering to accept a cut in the hourly wage in exchange for the 44-hour week. This would be in line with what has happened in New York and Chicago, with a consequent increase in the cost to the consumer of printing.

The situation thruout the country seems to be that the Employing Printers are holding out stoutly against the 44-hour week, and few contracts for the shorter term except in

the small shops have been signed.

#### Wanamaker's Book Week

THIS week (May oth-14th) the John Wanamaker store in New York celebrated its Annual Book Week. At 2.30 p. m. every day "Travels Among New Books" were conducted by Samuel Abbott, associate literary editor of the New York *Tribune*.

The authors who appeared in person were: Alexander Black, Padraic Colum, Harry A. Franck, Howard G. Garis, William Heyliger, Fannie Hurst, Vachel Lindsay, Hector Macquarrie, Christopher Morley, Clare Sheridan, Marguerite Wilkinson, Anzia Yezierska.

The following publishers co-operated to make the Week a success: D. Appleton & Co., Boni & Liveright, Brentano's, The Century Co., George H. Doran Co., Doubleday, Page & Co., E. P. Dutton & Co., Harper Bros., Henry Holt & Co., Houghton Mifflin Co., B. W. Huebsch, Inc., John Lane Co., Little, Brown Co., Longmans, Green & Co., Robert M. McBride & Co., The Macmillan Co., Marshall Jones Co., Moffat, Yard & Co., G. P. Putnam's Sons, Frederick A. Stokes Co., Oxford University Press.

#### American Poet Tours America

OCCASIONALLY we hear American citizens in the official or unofficial capacity of critic comment on the American enthusiasm which greets the English literary visitor sojourning and reading in our midst. There is sometimes a bit of jealousy in the comment which means that the visiting lion is getting too much petting, and the patriotic administrators of justice would see more petting lavished on our own children of genius. That there is no cause for uneasiness, the following statistics of the crowds that flocked to hear Edgar A. Guest, the American poet who recently toured the west, reading from his work to western audiences of all sorts, prove.

In Los Angeles, Mr. Guest shook hands with 1000 people after he had delivered his farewell lecture. While he was in that city, it was estimated that he had spoken to 40,-000, all in ten or twelve days.

In Oakland Mr. Guest talked to more than 16,000 people in five days. And at a noon meeting there, Mr. Guest was greeted by 1400

high school pupils.

The Reilly and Lee Company report that more than 150,000 copies of the Guest books of verse were sold in America in bookstores in 1920. In a recent editorial, the San Francisco Bulletin said: "There is more of Edgar A. Guest in the American scrapbook, and in the American head than any national poet since Longfellow."

#### Boston Booksellers Meet

THE Boston Booksellers' Association held the first meeting of the year on May 5th at the Twentieth Century Club. The new president, Richard B. Fuller, of the Old Corner Book Store, presided and introduced the speaker of the evening, Judge Henry A. Shute, of "Real Diary" fame. As an author, Judge Shute frankly and humorously wanted to learn "Why Booksellers Don't Sell More of My Books." His remarks were greeted with plenty of laughter, as his description and pantomime of a bookseller attending to his demand for one of his own titles long in stock and covered with dust was exceedingly realistic.

Denis A. McCarthy read some of his Irish poetry and told stories. Frederick A. Fengle, author of "The Golden Parrot" described his adventures in the lesser Antilles. During the evening community singing was led by Harrison Leussler and Theodore Freydenburg. Dancing followed the dinner.

The next meeting will be held in June, and the Entertainment Committee promises another

good meeting.

All booksellers in New England are urged to join the Boston Booksellers' Association. The dues are three dollars, which provide for four meetings each year. Applications for membership accompanied by check may be sent to Joseph Ryan care of the Old Corner Bookstore, or Harrison Leussler, Houghton Mifflin.

#### New Paper Mill Strike

MORE than 9000 members of the Inter-national Brotherhood of Paper Makers and the International Brotherhood of Pulp Sulphite and Paper Mill Workers in the mills of seven large paper manufacturers in the United States and Canada went on strike at 8 o'clock Wednesday morning, May 11th. The addition of these men to those that struck in other mills on May 1st makes a total of between 15,000 and 20,000 men who are now on strike. It is said that the seven companies that shut down on May 11th have a daily output of newsprint alone of more than 4000 tons, or about 60 per cent of the total production of the United States and Canada, and that newsprint at the mills and in the hands of dealers and publishers is sufficient for about 60 days.

At the conference in New York this week the manufacturers refused to recede from their demands which called for a 30 per cent reduction in wages, the adoption of the 9-hour day, and the abolition of overtime rates. The workers had asked for an increase of 10 per

cent in wages.

#### Books in the Drug Store

IN the discussion of finding new outlets for books, the drug store, open extra hours a day, is coming more and more to be considered an important factor. As a very definite expression of how such a store may have its interest in bookselling increased a quotation from a letter recently received by Harcourt, Brace & Co. is very illuminating. It reads:

"Kindly send at once ten more copies of 'Main Street' by parcel post. We have been very pleased with our sale of this number, as we have sold thirty in the last two weeks. This is the first two dollar number we have handled in two years. If you have any good literature on how to make money out of books, we would like to read it, as evidently we have overlooked a good thing. How is the best way to keep track of big sellers? Could you tell us who is bringing out the new 'Tarzan' book? How long will 'Main Street' be a big seller? How many should be sold in a town of twenty-five thousand with one competitor?"

(Signed) WILBUR SYLVESTER, Port Huron, Mich.

#### Lectures on Book Distribution

C LOSING its series of Thursday evening lectures, which have been a special feature of the spring season of the Library School of the New York Public Library, the last evening of April 28th was given to the topic of the publishing and distribution of books. The speaker of the evening was Lowell Brentano, and a gathering of about two hundred librarians and some from the booktrade filled the auditorium. At an informal round table, Frederic G. Melcher led the discussion on American Imprints.

#### Traveling Book Salesmanship

A SERIES of practical talks on book publishing and distribution, which was arranged for the members of the Authors' League by Gelett Burgess, included in its program for an April meeting, a talk on "Traveling Book Salesmanship" by Frank Bruce of Houghton Mifflin Company. Mr. Bruce described to the authors the complete process of sales planning from the time the book is first accepted thru the various conferences of travelers and advertising departments until the largest possible sale has been obtained. Other speakers were May Lamberton Becker, well known for her column in the Literary Review of the New York Evening Post, and Rachel Crothers, dramatist.

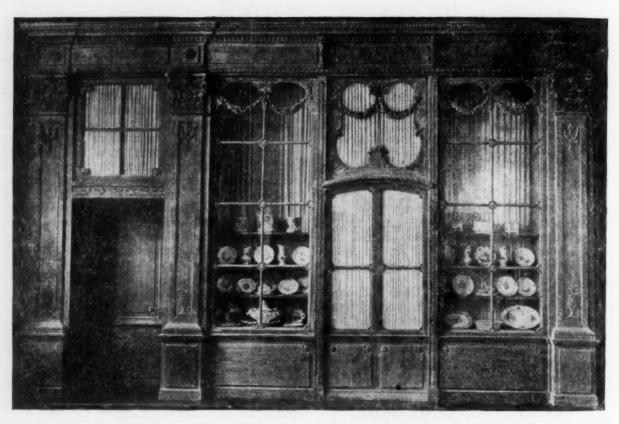
#### New Bookshop in Cincinnati

THE Stewart & Kidd Company of Cincinnati expects to open on June 15th a little bookshop in the Dixie Terminal Arcade to be known as the Dixie Terminal Bookshop. The Dixie Terminal Arcade is one of the handsomest office buildings outside of New York, trimmed from top to bottom with Italian marble. The Bookshop will be on the first floor close to the main entrance. The furniture and fixtures will be of walnut. The shop will be fitted with rugs, pictures and easy chairs and be made to look comfortable and alluring. It will handle recent books, rare books and fine bindings and fine stationery.

#### Dinner in Honor of English Publisher

SIDNEY S. Pawling, head of the English firm of William Heinemann, with whom Doubleday, Page & Company have recently formed close business connections, was given a dinner of honor on Monday evening, May 9th, in New York. Mr. Pawling's visit to America has been an event of great interest to the trade, as he represents a famous house whose accomplishments have made its representative of great interest to our book-trade. After a few weeks here he is about to return to England.

Among those at this dinner were authors, editors, and members of the book-trade, as well as the members of the Doubleday organization: Dr. Clifford Smyth, Literary Editor of the New York Times, Dr. Henry S. Canby and Christopher Morley, of the New York Evening Post, Dr. Edward J. Wheeler of Current Opinion, John Farrar of the Bookman, Harry Hansen of the Chicago Daily News, Thomas L. Masson and James S. Metcalfe of Life, Lawrence F. Abbott of the Outlook, Franklin P. Adams of the Tribune, Robert Benchley and J. O. Cosgrave of the New York World, Don Marquis, of The Sun, Julian Street, Robert Cortes Holliday, Ernest Seton Thompson, Louis Joseph Vance, Frank Dilnot, and others.



A STORE FRONT OF THE LOUIS XV PERIOD

#### Rent Plus Advertising

In selecting the location of a bookstore, it has often been pointed out, by those who have experimented with locations just off the main thorofares, that it is often possible to take advantage of such situations with their much lower rent by increasing the percentage of advertising. This might mean that the total of rent plus advertising would be the same in either location, tho there would be on the less expensive street a much better floor space and opportunity to display.

The advertising manager for a large chain of clothing stores, in addressing the Rochester Ad Club recently on the subject of retail advertising, said that his recommendation was that the merchant should spend 7½% of total sales for the two items of rent plus advertising. He believed that this rule would apply as well to upstairs locations as it would to side streets. If a rental can be obtained that requires 4% of the sales, there would be a margin of 3½% for advertising, while if the rental were higher and went to 5%, there would be only 2½% left. It might be well to keep in mind some such equalization in selecting a location for a bookstore.

Another suggestion from this expert was that if the retailer had a certain amount to spend a year for advertising, he would recommend dividing it into equal weekly parts and to spend that amount each week instead of concentrating with large space on the busy seasons. He believed that hammering away persistently built up the permanent customer and

started steady buyers toward the store more than a large spread at the busy seasons, and he deplored the plan of spending the largest sums at two clearance seasons, a plan which only emphasized to the regular customers the fact that if they had waited they might have bought for less.

#### A Store Front DeLuxe

I T bears testimony to the increasing respect which is being paid to good designing to find the Metropolitan Art Museum adding to its collections a store front brought to the Museum from Paris, a store front of the Louis XV. period. A bookman cannot pass it as it stands, set up at the end of the gallery of the furniture displays, without thinking how attractive a rare bookshop would be if given such a setting. One has but to think of fine levant bindings and interesting old title pages displayed on the shelves to feel what a temptation it would be for the booklover to wander inside to find whether the atmosphere of the interior was as beautiful as that without.

Much of the experimenting in shop fronts in this country have been in the way of obtaining a large clear glass and elimination of all obstructing supports or woodwork. It may be, however, that further experiments in the way of making the whole front of our stores attractive as well as making them attractive only for the amount of goods that can be put on display, will be one of the directions of development for the new small shop.

#### An Uncorrected Galley

#### A GREAT ADVANTAGE

"Why do you prefer books to other companions?"

"Because I can shut them up whenever I

want."

#### BEFORE THEY GO BACK

"You seem to be spending your evenings at home of late."

"Yes. I paid a dollar down on a set of books and I want to finish them before the month is up."

#### MORE CENSORSHIP

I know a woman who writes a little, and who lately had a story appear in a magazine. I was about to read it, and the author said: "It isn't very good; it was about a fat woman, and a thin woman edited it.'

-E. W. Howe's Monthly.

#### THE PASSIONATE ENCYCLOPEDIA BRITANNICA READER TO HIS LOVE

As And to Aus, and Aus to Bis; As Hus to Ita, and Ita to Kys; As Pay to Pol, and Pol to Ree; Ah, that is how you are to me!

As Bis to Cal, and Cal to Cha; As Edw to Eva, and Eva to Fra; As Ref to Sai, and Sai to Shu; That is, I hope, how I'm to you. -New York Tribune.

#### THE START OF A GOOD LIBRARY

When Jones' rich grandmother passed away, all his poverty-stricken friends rallied about him with words of cheer and comfort; but Jones remained sad and dejected.

"She left a last will and testament, I sup-

pose?" murmured Jenkins carelessly.
"Oh, yes," said Jones, "she left a will and testament.'

They hung expectant while sobs choked back his words.

"I," he declared at last, "am to have the testament."

-Jack Canuck (Toronto).

#### DO THE WORLD MOVE?

Copy of letter received by F. A. Stokes Company from a book-shop: "We have been carrying in stock the book published by you entitled 'The Wonders of Natural History,' by Collins, and our attention has just been called to the fact that this book advocates the theory of the evolution of man (page 27), which really renders it unsuitable for us to handle. We have only three copies left, but I would be glad if you would permit us to return them to you and receive credit for the

This is the twentieth century, we hear.

#### Child Welfare and Books

THAT child psychologists consider reading a very important factor in child development is made evident in an exhibit held under the auspices of the Social Service League, on Child Welfare Work at the Community Church, New York City, this week. One part of the exhibit consists of posters with attractive illustrations and text showing what books do for the child. Among the posters, displayed on the walls, are:

#### READING ALOUD

A family reading circle develops family unity-mutual sympathy-common interestslove of good books.

#### WHAT GOOD BOOKS DO

"Books are the food of youth." Minds like bodies need food that is wholesome, clean, nutritious. A nation's happiness, intelligence, morality depend largely upon what books its people read.

#### BOOKS AID DEMOCRACY

Ignorance is the enemy of democracy. Combat ignorance and aid democracy by bringing good books to every American home.

THE STORY BOOK

Imagination rightly trained means creative power, invention, understanding, charity, love of beauty, art, insight and faith, religion.

#### CITIZENSHIP

Stories of creative industry, great leaders, public service, historic events develop ideals of good citizenship.

#### Children Potential Book Buyers

THE retailer who is directing his advertis-ing and selling energy to the improvement of the sale of children's books may get an interesting idea of the potential public for children's reading by looking over the statistics recently gathered by the government on the school population and reprinted in the Journal of the National Education Associa-

Of school children between five and eighteen years of age there were, in 1918, 27,686,476. If their parents should buy them one book for their personal ownership in a year, the sale in children's books in this country would probably be increased tenfold. The amount of distribution to home libraries must vary to a very great degree in different parts of the country and according to the number of bookstores and the average intelligence and prosperity of the home, but with a population of this size and with the country intent on making every child literate the bookseller who neglects his children's department in his advertising and promotion is passing by one of the greatest opportunities for business building and for community service that is open to him.



KNOPF INAUGURATES A NEW IDEA IN BOOK ADVERTISING—
THE LITERARY SANDWICH MAN

#### Literary Sandwich Men

THE very latest in book advertising is the literary sandwich man, just introduced with great success by Alfred A. Knopf. A phalanx of these men has been invading the New York financial and theater districts, carrying placards which advertised "Zell," "Moon-Calf," "In American," "The Wine of Life," and other current leaders from the house of Borzoi.

The men are dressed in bright colored artist garb, with smock, windsor tie, and tam-o'-shanter. A copy of each book advertised is attached to the sign, for passers-by to glance thru.

Arrangements were made with the retailers in the neighborhoods canvassed to show window displays of the books advertised. At the bottom of each sign is given prominently names of the nearest stores. Aside from the large amount of general publicity which these placards have created thru comment on the unique idea and in the newspapers, the retailers: co-operating reported substantial sales resulting from it.

The placards are moved in rotation from place to place, so that each bookstore gets the full benefit of all the advertising.

#### Bookselling Education

A PROVERB of Benjamin Franklin's which has been much quoted in connection with the discussion of the place of reading in adult education says that: "It is hard for an empty sack to stand upright." The same admonition may perhaps be well taken home by the bookseller himself, as there is no merchant who needs more constant attention to his own training and reading than the bookseller. No store will build a reputation for good book service whose service depends on empty heads or non-reading salesmen.

#### Books from Austria

A VIENNA firm of publishers has sent circulars to this country, advertising its Rhombus edition of classics in English and French, paper bindings at three cents per volume. It is unexpected to have books offered from the Vienna market, where things are in such chaotic business shape. The opportunity to offer even paper books at such a price is presumably based on the present state of exchange, which would make three cents in American money come to sizeable value by the time it had reached Vienna.

## THIS IS TO CERTIFY THAT THE AMERICAN BOOKSELLERS' ASSOCIATION [POUNDED 1900] HAS ELECTED ON..... TO THE HONORARY FELLOWSHIP OF AMERICAN BOOKSELLERS [FOUNDED 1921] A FELLOWSHIP INSTITUTED TO PROVIDE A MEANS BY WHICH THE AMERICAN BOOK TRADE MAY HONOR THOSE OF THE PROFESSION WHO HAVE RAISED BOOKSELLING TO A HIGH LEVEL OF PROFICIENCY

REPRODUCTION OF THE VELLUM CERTIFICATE PRESENTED TO THOSE ELECTED TO THE HONORARY FELLOWSHIP OF AMERICAN BOOKSELLERS

#### Honorary Fellowship Elections

THE Honorary Fellowship of American Booksellers was proposed at the conven-

tion last year in Philadelphia.

Word comes from this year's convention at Atlantic City that the first five to be elected into this notable Fellowship are: William Harris Arnold, of the Syndicate Trading Company, New York, known to the readers of the Publishers' Weekly as a collector of rare books and writer on this field of book lore; Charles E. Butler, Secretary of Brentano's, New York, one of the organizers of the New York Booksellers' League, who has beoen continuously on its Board of Managers ever since, and who has served the American Booksellers' Association in various capacities, being President from 1918-1920; J. K. Gill, of the J. K. Gill Company, Portland, Oregon, whose record of fifty-five years in business is one of the most notable in American bookselling for its fine vision and untiring service; George W. Jacobs, of the George W. Jacobs Company, Philadelphia, who has been aggressive in every movement for the progress of American bookselling, notably the fight for maintained prices; C. C. Parker, of Los Angeles, who has raised bookselling to the rank of a profession.

#### Censorship of Spirits

LL books on spiritualism have been A LL books on spiritualism have been barred from the Berkshire Athenaeum by the Librarian, Harlan H. Ballard, who says they are unfit for public reading. In a paper read today to the Massachusetts Library Club on "The Psychology of Spiritualism" Mr. Ballard told how to out-ouija the ouija board. "Cover the alphabet tuon a ouija board." he

"Cover the alphabet upon a ouija board," he said, "with a sheet of cardboard upon which numerals instead of letters are written in no regular order, let the machine be operated in the usual manner and write down the several figures at which the pointer comes to rest. Then copy in the same order the underlying letters which correspond with those figures, and if you get an unmeaning jumble of letters the foolishness of the device as a means of spirit communication will be evident to the blindest devotee.

Mr. Ballard said that mediums had card indexes giving facts regarding prospective clients and added:

"They used to work upon the longing of bereaved parents to communicate with their dead children. Since the war they have descended to the more heartless plan of informing such parents of the agonizing desire of their dead children to speak to their fathers and mothers.'

## Among the Publishers

#### A Week's Gleanings of Book-trade News

GILBERT K. CHESTERTON, according to reports, is going to write another series of Father Brown stories.

MRS. A. M. W. STIRLING is writing the life of her brother, William de Morgan. It will be published by Thornton Butterworth in England.

THE George H. Doran Company has purchased Mary Roberts Rinehart's first seven novels.

JOHN MURRAY, the English publisher, will shortly publish a new "Etymological Dictionary of Modern English" by Professor Ernest Weekley. This work has two special features: its vocabulary is much larger than any other book of the kind, and it pays special attention to colloquialisms.

THE Atlantic Monthly Press brings out this week a volume of "comment on schools, school people, and other people," "Shackled Youth" by Edward Yeomans. Parents who feel that the "educators" have not yet learned the whole secret of educating will listen the more readily to Mr. Yeoman's opinions, perhaps, because he is not a technical educator but a manufacturer of steam-pipes, who enjoys sailing a boat and playing the cello.

ISAAC F. MARCOSSON, whose "An African Adventure," an account of his recent trip to South and Central Africa, will be brought out by John Lane in England in June, has sailed for England. Later he will go to Germany, Austria, Poland and Czecho-Slovakia. He will gather material for a series of magazine articles which will be published later in book form. Arrangements are now being completed for the publication of "An African Adventure" in France and Belgium next winter.

A LITERARY mystery has been laid, writes The Double Dealer. Laura Blackburn, for years has been a valued contributor to B. L. T.'s column of sense and nonsense in the Chicago Tribune. Her specialty has been dainty lyrics, remote little echoes of Keats and Shelley, but thoroly feminine. Recently, the Bookfellows published Laura's lyrics in a book, and announced a public dinner at which Laura would be present. A throng of admirers turned out, including a number of extremely curious male persons who had been ravished by Laura's chaste passion. . . She was called upon to speak. Whereupon up rose the two hundred-odd pounds of Charles G. Blanden, and bowed without a simper. Charles G. Blanden is Laura Blackburn,

J. B. LIPPINCOTT Co. publishes this week, Grace Livingston Hill's new novel, "The Tryst."

HEINEMANN will publish a collected edition of the works of Max Beerbohm. The edition will be limited to 750 copies and issued in three sections. The first volume of each set will be numbered and signed by Mr. Beerbohm.

The John C. Winston Company will issue new editions of *The International Handbooks* of *Practical Information*, comprising 22 titles of books on business, farming and mechanical subjects written in non-technical language. The books were formerly issued by the International Correspondence School under the title of the *I. C. S. Handbooks*. They are to be made in better form and to have attractive jackets printed in colors.

THE MACMILLAN COMPANY issued recently the first six volumes in the American edition of the Peeps at Many Lands Series. How many older folk remember the "Peeps," in their gay binding, sometimes with pockets full of pictures in the back cover, coming from England when they were young? There have been all sorts of Peeps, even to those at Postage Stamps. This American Series takes the best written studies of great countries, combines two in each volume, brings the information up to date, and issues them in the same attractive binding, with the same profusion of color plates, at a much lower price.

As Frederick O'Brien's new book, "Mystic Isles of the South Seas," (Century) appears (in which he tells of immortal days spent on Tahiti) he, hapless man, is barred from that lovely isle. Unless he would pay fr. 10,000 with legal trimmings in a considerable additional sum to salve the wounded sensibilities and damaged fame of one Captain Joseph Winchester, schooner skipper of the Danger ous Islands and the Marquesas group. The strong-flavored yarn which conveys Mr. O'Brien's impressions of a person called "Lying Bill Pincher," in the second chapter of "White Shadows in the South Seas," was too much for Captain Winchester's equanimity. In his complaint he alleges, despite the fact that the surname of the Captain in "White Shadows" was Pincher, and not Winchester, that nevertheless he was there presented so clearly that those who had read "White Shadows" and who knew him laughed in his face. But if the original does not like his alleged "pickcher" in "White Shadows," what will he think of the full length portrait of this same Lying Bill in the new book, "Mystic Isles of the South Seas"? It ought at the same rate be worth a round sum.

#### Communications

#### The Best Twelve?

Editor, PUBLISHERS' WEEKLY:

Your issue of April 30th contains an interesting list of the best twelve novels of recent years compiled by Mr. Frank Shay. This should prove an asset to booksellers in dealing with customers who really want good and permanent things. But I, for one, cannot accept this list as final, even with Mr. John Weaver's revisions, unless I am permitted to include at least the following five supremely great works of fiction:

The Egoist. George Meredith.

War and Peace. Tolstoi.

The Revolt of the Angels. Anatole France. Of Human Bondage. Somerset Maugham. The Man of Property. John Galsworthy.

At least two of these are greater surely than any of those in Mr. Shay's list except "Crime and Punishment," "The Way of All Flesh," and "Jean Christophe."

I wonder what other booksellers think about this important matter?

Yours sincerely,

ADELAIDE GARDES.

May 4th.

#### India's Interest in America

Ahmedabad, "Bombay Presidency," India, 17th March, 1921.

Editor, PUBLISHERS' WEEKLY:

These lines are for your very kind consideration.

I have been always a great admirer of American literature which I hold to be embodying sound knowledge, highest instruction, and real worth. This admiration for American literature has led me to believe that India's progress can be accelerated greatly by the impetus given by American literature. Consequently, I have decided to open business with American publishing firms as sole agent for their publications in India. Thus, I need indispensably for my business requirements a journal supplying the materials your journal, viz., the Publishers' Weekly purports to deal with, and would like very much to have a look at a

I remain dear sir,

Yours faithfully, (Signed) MEHERJIBHAI M. RATURA.

#### Vesey Street Now a Book Center

49 Vesey St., New York, May 8th, 1921.

PUBLISHERS' WEEKLY:

Davis' Book Store has removed to the Davis building. No. 49 Vesey Street, New York. Part of the building has been taken by the Truth Seeker Company, the well-known publishers of occult works. This section of New York was formerly one of the centers of the book business, but has declined in later years, but quite recently it has virtually again become one of the main centers of books and

literature. Within five minutes' walk there are a great many of the leading booksellers and publishers: The Mendoza Book Co., the founder of the firm a shining light in the book-trade; the dealer in sets and rare books, Mr. H. Marks, with his famous assistant, Al. Brown; the firm of Sherwood, dealers in new books; the great firm of McDevitt-Wilson, with two stores; the genial bookseller, Mr. Goldstein; the well-known publishers, Dick & Fitzgerald; the enterprising house of Thoms & Erons, whose daring will lead them to the top; the old Davis Bookstore; the Truth Seeker Company, and a number of publishers of Catholic books in Barclay Street, not to forget the great newspapers and periodicals: Nation and Evening Post, with its famous witty reporter, Mr. Morley. Truly this com-bination has made Vesey Street a center of literature not only of New York but of the United States, especially as the subway, elevated and surface cars form such easy access.

#### Periodical Notes

The Librarian and Book World, a monthly now ten years old, will be published in future by Sampson Lowe, Marston and Co., Ltd., who will also control the advertising. It will contain a digest of all the most important item of news of special interest to librarians thruout the world.

On April 30 the Ontario Legislature unanimously passed a resolution that all Hearst publications should be excluded from circulation in Canada and that the Federal Government take immediate steps to that end. Premier Drury commenting on the resolution said that while no doubt all lamented the mischief done by these papers he doubted the advisability of interference.

The Lancet, the oldest medical journal in the world, founded in 1823, will hereafter be published by the Oxford University Press. It is a weekly, subscription price, \$12. Subscriptions to be mailed to American addresses should be sent to the Oxford University Press, 35 West 32nd Street, New York. Editorial communications should be sent to Oxford University Press, Amen Corner, London, E. C., England.

#### Personal Notes

ARTHUR BRENTANO, head of Brentano's, has left for his customary summer trip to Europe.

ALFRED A. KNOPF sails May 17 for England on the "Carmania." He will spend the summer in England and on the Continent.

#### Business Notes

Shelby, N. C.—Dellinger's Book and Art Shop, a new firm, has recently become incorporated.

M

B

in E

B

## The Weekly Record of New Publications

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 15 cm.); T. (32mo: 12½ cm.); Ff. (32mo: 12½ cm.);

10 cm.); sq., obl., nar., designate square, oblong, narrow.

Adler, Felix

The revival of anti-Semitism. 14 p. O '21 N. Y., Am. Ethical Union, 2 W. 64th St. рар. 10 с.

Aeschylus

The Agamemnon of Aeschylus; tr. from the Greek text of Sidgwick by Marion Clyde Wier. 59 p. O c. '20 Ann Arbor, Mich., C. W. Graham pap. 75 c.

Allen, Frederick James

A guide to the study of occupations; a selected critical bibliography of the common occupations with specific references for their study. 8+183 p. O c. Cambridge, Mass., Harvard Univ. \$2.50 n.

Atkinson, Minnie

Hinckley Township; or, Grand Lake Stream plantation, a sketch. 122 p. pls. O [c. '20] Newburyport, Mass., Newburyport Herald Press \$2.50

Baker, Ray Palmer

A history of English-Canadian literature to the confederation; its relation to the literature of Great Britain and the United States. 211 p. (3 p. bibl.) D '20 c. Cambridge, Mass., Harvard Univ. \$2.50 n.

Baker, Sara Josephine

Healthy babies. 209 p. il. S c. '20 Minne-apolis, Minn., Federal Pub. Co. \$3 Healthy children. 230 p. il. S. '20 c. '21 Minneapolis, Minn., Federal Pub. Co., \$3. Healthy mothers. 187 p. il. S. c. '20 Minne-

Healthy mothers. 187 p. il. S. c. '20 apolis, Minn., Federal Pub. Co. \$3

Baldwin, Charles W.

Geography of the Hawaiian Islands; rev.

ed. 131 p. il. pls. maps D '20 c. N. Y., Am. Book Co. 72 c. n.

Ballentine, Frank Schell [Craig MacCameline, pseud.]

Science and Scripture health; the new medicine (moral and preventive). 151 p. D [c. '20] Detroit, Mich., Craigie Pub. Co. \$3; mor. \$6

Bates, Sylvia Chatfield

The golden answer. 289 p. D c. N. Y., Macmillan \$2 n.

The story of a writer, a child and a girl.

Beck, Minna McLeod

Better citizenship through art training. 109 p. D c. Chic., McClurg \$1.25 n.

Bingham, Hiram

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Oil and Gas Supervisor. 40 p. fold. chart O '21
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Thoughts and memories. 9+197 p. D '20 c. N. Y., Paulist Press \$1.25

Phelps-Stokes Fund
Educational adaptations; report of ten years' work of the Phelps-Stokes fund, 1910-1920, by Thomas Jesse Jones. 92 p. por. diagr. Q ['20] N. Y., Phelps-Stokes Fund. cl., pap.

Powell, Sir Richard Douglas, and Hartley, Percival Horton-Smith

tuberculosis and mediastinal great ths. 6th ed., rev. 10+798 p. il. O c. Phil., Blakisto 10 n.

Price, George McCready Back to the Bible; or, The

Protestantism.

Rev. ed. 235 p. por. D [c. '20] Wash., D. C., Review and Herald Pub. Assn. \$1

Ransom, Stephen Walter

The anatomy of the nervous system from the standpoint of development and function. 395 p. 11. (some in col.) O c. '20 Phil., Saunders \$6.50 n.

Wright, Mrs. Zara
Black and white tangled threads [novel]. 340 p.
front. D [c. '21] Chic. [Author,] 2135 Dearborn St.

Young, John R.
Memoirs of John R. Young, Utah pioneer, 1847.
41 p. por. O c. '20 Blanding, Utah, [Author] \$1.50

Klein, Julius

The Mesta; a study in Spanish economic history, 1273-1836. 18+444 p. pl. map facsm. O (Harvard economic studies, v. 21) '20 c. '21 Cambridge, Mass., Harvard Univ. \$4 n.

#### Leavenworth, Annie Crim

Wild geese and other poems. 98 p. D c. N. Y., James T. White & Co. \$1

#### Leblanc, Maurice

The three eyes; tr. by Alexander de Mattos; front. by G. W. Gage. 315 p. D [c. '21] N. Y., Macaulay Co. \$1.90 n.

Mystery, romance and the supernatural cluster about an old French house.

#### Little, Arthur D., Inc.

The petroleum outlook. 18 p. diagrs. fold. map Q [c. '20] Cambridge, Mass., [Author] pap. gratis

#### Longfield, Ellsworth M.

Sheet metal drafting. 236 p. il. O '21 c. N. Y., McGraw-Hill loose leaf or reg., \$2.25 n.

## Loughran, Elizabeth W., and Madden, M. R., comps.

Outline study of immigration and Americanization. 19 p. O c. Warren, R. I., Ward McDermott Press pap. 30 c.

Outline study of our foreign policy and the Monroe doctrine. 20 p. O c. Warren, R. I., Ward McDermott Press pap. 30 c.

## Lutz, Grace Livingston Hill [Mrs. Flavius J. Lutz]

The tryst; with a front. in col. by Ralph P. Coleman. 350 p. D c. Phil., Lippincott \$2 n.

The eventful romance of John Treeves who, in seeking after God, finds Patty Merrill and helps to clear a mystery.

#### McGuire, James A.

In the Alaska-Yukon gamelands; introd. by William T. Hornaday; [with photographs by the author]. 215 p. pls. D [c. '21] Cin., Stewart & Kidd \$3 n.

A description of the wild-life and the rugged country on the White River of Alaska and the Yukon Territory, far off the beaten track of the big game hunter.

#### Mackail, Denis

What next? 293 p. D Bost., Houghton Mifflin \$2 n.

A humorous nevel with the plot laid in England.

#### Manley, Edward

Eight French stories. 223 p. S '20 Bost., Allyn & Bacon 80 c. n.

#### Martinez Sierra, Gregorio

Canción de cuna; ed. with direct-method exercises, notes and vocabulary by Aurelio M. Espinosa. 21+142 p. front. (por.) S (Heath's modern language ser.) [c. '11-'21] Bost., D. C. Heath 84 c. n.

#### Mathews, Albert Prescott

Physiological chemistry; a text-book and manual for students. 15+1154 p. il. diagrs. (1 fold.) O c. '20 N. Y., W. Wood & Co. \$6 n.

#### Matthies, Bernard H.

The story of the American legion in Connecticut. 125 p. pls. pors. facsms. Q c. '20 Seymour, Ct., [Author] \$3

#### Mendenhall, Thomas Corwin, ed.

History of the Ohio State University. In 3 v.; v. 1. 29+612 p. pls. pors. facsms. O c. '20 Columbus, O., Ohio State Univ. \$3.50 n.

#### Money-Coutts, Hugh

The Broads, 1919; with a front. [in col.] by Donald Maxwell [verse]. 27 p. D '20 N. Y., J. Lane bds. \$1.25 n.

#### Mulford, Clarence Edward

The Bar-20 three; relating a series of startling and strenuous adventures, in the cow-town of Mesquite, of the famous Bar-20 trio—Hopalong Cassidy, Red Connors, and Johnny Nelson; front. by Frank E. Schoonover. 353 p. D c. Chic., McClurg \$1.90 n.

ver. 353 p. D c. Chic., McClurg \$1.90 n.
Tells of the "cleaning-up" of Big Creek, in the
power of Pecos Kane, proprietor of a crooked gamb-

ling joint.

Leng, Charles William
Catalogue of the Coleoptera of America, north of
Mexico. 10+470 p. (1 p. bibl.) fold. tab. Q pap.
Mt. Vernon, N. Y., J. D. Sherman, Jr., 132 Primrose
Ave. \$10 n.

Lesher, Carl E., and Tryon, F. G.
Coke in 1918; "Mineral resources of the U. S.,"
1918, Pt. 2. O '21 Wash., D. C., Gov. Pr. Off. pap.

Lynas, John C.

A log of the trip around the world on the U. S.

A. T. President Grant. 24 p. il. O [c. '20] N. Y.,

J. M. Dickson, 30 Church St. pap. \$2.50

McAtee, Waldo Lee
Verses. 15 p. D [c. '20] Wash., D. C. [Author]
pap. gratis

McGuigan, Hugh
An introduction to chemical pharmacology; pharmacodynamics in relation to chemistry. 12+418 p.
O c. Phil., Blakiston \$4 n.

McMechan, F. H., ed.

Nitrous oxide-oxygen analgesia and anaesthesian normal labor and operative obstetrics; a monograph prepared for all those concerned in safer and more

efficient obstetrics and anaesthesia. 97 p. (3 p. bibl.) Q [c. '20] [Columbus, O.] National Anaesthesia Research Soc. 16 Broad St. \$2.50

McMillan, Mary
Massage and therapeutic exercise. 274 p. il. D
'21 c. Phil., Saunders \$2.25 n.

McQuillin, Eugene McQuillin's municipal corporations. 2 v. 1113; 1086 p. O c. Chic., Callaghan & Co. \$20 n.

Martin, George C.

Preliminary report on petroleum in Alaska. 83 p.
il. fold. maps O (U. S. Geolog. Survey bull. 719)
'21 Wash., D. C., Gov. Pr. Off. pap. 50 c.

Merrick, Mary Virginia

The altar of God; a story book of the mass for children; with a pref by Rev. John J. Burke. 127 p. il. pls. O [c. '20] N. Y., Paulist Press \$1.50

Murphy, Claudia Quigley

Bread—the vital food, illustrated with plates on copper from authentic sources, including a glossary of bread terms, also a selected list of general and historical references to bread. 30 p. il. facsms. O '20 c. N. Y., C. Q. Murphy, 41 Union Sq. pap. 10 c.

#### Munger, Thomas Laurence

Detroit and world-trade; a survey of the city's present and potential foreign trade and seaboard traffic, and the facilities therefor, with special reference to the proposed St. Lawrence Deep Waterway to the sea; compilations by Frank Howard Evans. 117 p. il. map O [c. '20] Detroit, Mich., Detroit Bd. of Commerce \$1.25

#### Newton, Joseph Fort, D.D.

Religious basis of a better world order. 183 p. D [c. '20] N.Y. and Chic., Revell \$1.25 n. Norris, Kathleen Thompson [Mrs. Charles Gilman Norrisl

Poor, dear Margaret Kirby; and other sto-

ries. 393 p. front. D (Popular copyrights) [c. '13] N. Y., Grosset & Dunlap \$1 Sisters; front. by Frank Street. 342 p. D (Popular copyrights) [c. '19] N. Y., Grosset & Dunlap \$1

#### Noyes, Minna Bertha

Twilight stories. 211 p. il. pl. D [c. '20] N. Y., Parker P. Simmons Co., 112 E. 19th St. 88 c. n.

#### Ostrander, Isabel Egenton [Robert Orr Chipperfield, Douglas Grant, pseuds.]

The crimson blotter. 300 p. D c. N. Y., Robert M. McBride & Co. \$2 n.

A letter warns the police that a certain great philanthropist will die at midnight. They guard every inch of the house and grounds, yet the philan-thropist is murdered. Only a crimson stain upon a blotter offers a clue.

The single track; front. by Douglas Duer. 7+290 p. D (Popular copyrights) [c. '19] N. Y., Grosset & Dunlap \$1

#### Patchin, Frank Gee

The pony rider boys with the Texas rangers; or, On the trail of the border bandits. 255 p. il. D (The pony rider boys ser.) [c. '20] Phil., Altemus \$1

#### Pratt, Waldo Selden

The music of the Pilgrims; a description of the psalm-book brought to Plymouth in 1620. 80 p. O [c. '21] Bost., Oliver Ditson Co. pap \$1

#### Ray, Medora Loomis

Lecturas para principiantes [lessons in Spanish]. 176 p. il. S [c. '21] N. Y., Am. Book Co. 92 c.

#### Ries, H., and Watson, Thomas L.

Elements of engineering geology. 5+365 p. figs. O '21 N. Y., Wiley \$3.75 n.

#### Royce, Josiah

Fugitive essays. 429 p. por. O Cambridge, Mass., Harvard Univ. bds. \$4 n.

#### Russell, A. J.

The Eternity Club and its discovery. 62 p. D'21 Minneapolis, Minn., Powers Book Section pap. 50 c.

#### Sadger, Isidor

Sleep walking and moon walking; a medico-literary study; tr. by Louise Brink. 10+ 140 p. O (Nervous and mental disease monograph ser., no. 31) '20 c. Wash., D. C., Nervous and Mental Disease Pub. Co. pap. \$2 n.

#### Saunders, J. Roscoe

The cross and the reconstruction of the world; mankind's one hope of conquest; introd. by George W. Truett, D.D. 5+241 p. D [c. '20] N. Y. and Chic., Revell \$1.50 n.

#### Selgas y Carrasco, D. José

La Mariposa blanca; ed. with notes, directmethod exercises, and vocabulary by John M. Pittaro. 7+139 p. front. S (Heath's modern language ser.) [c. '21] Bost., Heath 80 c. n.

#### Smith, Jean Pauline

The aesthetic nature of Tennyson. 62 p. D N. Y., J. T. White & Co. \$1.25

Purposes to show to what extent the different sense-impressions have appealed to Tennyson.

#### Stanley, Joe

The altruist [verse]. 192 p. D [c. '20] Bost., Badger \$2 n.

#### Wead, Lieut. F. W.

Professional questions and answers for naval officers; a complete, concise summary of all naval textbooks and publications, including examination questions. 112 p. diagrs. D [c. '21] Menasha, Wis., George Banta Pub. Co. leath. \$3 n.

#### Yeomans, Edward

Shackled youth; comments on schools, school people, and other people. 138 p. D [c. '21] Bost., Atlantic Monthly Press \$1.60 n. A plea for the more liberal tendencies in education.

O'Keeffe, Henry E.
Thoughts and memories. 9+197 p. D '20 c. N. Y., Paulist Press \$1.25

Phelps-Stokes Fund
Educational adaptations; report of ten years' work
of the Phelps-Stokes fund, 1910-1920, by Thomas
Jesse Jones. 92 p. por. diagr. Q ['20] N. Y., PhelpsStokes Fund. cl., pap.

Powell, Sir Richard Douglas, and Hartley, Percival

Horton-Smith
Diseases of the lungs and pleurae, including tuberculosis and mediastinal growths. 6th ed., rev. 10+798 p. il. O c. Phil., Blakiston \$10 n.

Price, George McCready Back to the Bible; or, The new Protestantism. Rev. ed. 235 p. por. D [c. '20] Wash., D. C., Review and Herald Pub. Assn. \$1

Ransom, Stephen Walter
The anatomy of the nervous system from the standpoint of development and function. 395 p. 11. (some in col.) O c. '20 Phil., Saunders \$6.50 n.

Black and white tangled threads [novel]. 340 p. front. D [c. '21] Chic. [Author,] 2135 Dearborn St.

Young, John R.

Memoirs of John R. Young, Utah pioneer, 1847.

1 p. por. O c. '20 Blanding, Utah, [Author]

## The Publishers' Weekly

62 West 45th Street, New York

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Advertising copy must reach us Monday noon—earlier if proof is desired out-of-town. Forms close Wednesday night.

Under the headings of "BOOKS WANTED" and "BOOKS FOR SALE" subscribers are charged 15c a line (no charge for address); non-subscribers 20c a line, address extra. Bills for this service will be rendered monthly. Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the Weekly does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

Under "HELP WANTED" or for other small undisplayed advertisements, the charge is 20 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line.

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## "Best Seller" List Encourage Book Buying

The phrase "best seller" has become such a by-word in the book-trade that it is sometimes overlooked that this popular discussion of what is selling brings many people to the bookshops and book counters in order to read and be able to discuss what others are reading. It would be difficult to estimate how many people have picked up copies of "The Four Horsemen of the Apocalypse," "Main Street," etc., simply because they knew they were the "best sellers."

The record of the best sellers was kept for twenty-five years by the "Bookman," and, since it dropped the plan, has been systematically continued by BOOKS OF THE MONTH. Some fifty to seventy-five bookstores fill in monthly inquiries sent them, and the trouble that they take in making this record is a real contribution to the general total of books sold in the country, a contribution to the prosperity of others as well as to the benefit of their own sales by encouraging book discussion and giving publicity to book titles.

The Pablishers Weekly

## Rare Books, Autographs and Prints

A NO. Henry Memorial Association has been formed in Pittsburgh for the purpose of erecting a memorial, either a monument or a bronze tablet, to the short story writer who lived in that city in 1901.

Napoleon's writing desk was sold in Vienna a short time ago at public auction for \$45,000, or nearly twice as much as the famous Reilly collection brought at the American Art Galleries last week.

At a recent sale at Sotheby's in London 5,200 letters addressed to Sir Walter Scott, covering the period of 1791 to 1831, in which practically all of the literary men of the time were represented, was sold to Hugh Walpole, the English novelist, for \$7,500.

Rare Americana, including early almanacs, early poetry, books concerning the French and Indian War, the Revolutionary War, New York and Bradford imprints, the early West, Free Masonry, and newspapers and other material concerning New England, will be sold by the Heartman Auction Company, Inc., at Rutland, Vt., May 18.

Mr. Wintenkampf, chief of the Prints Division of the New York Public Library, announces that the sixth in the series of French exhibitions arranged by his division from the Avery collection is devoted to animals in etching and lithography and will be on view thruout May.

The reports from the rare book-trade in Paris differ materially from those reporting conditions in London and New York. In London the supply and demand for rare books continues very heavy. Importations, private sales and auctions continue to bring large quantities of stock into the New York market—much more than appears on the surface. In Paris there is a real scarcity of desirable French rarities, the demand far exceeding the supply. General business conditions continue very unsatisfactory, but rare book prices continue to advance to what seems "profiteering prices" to French collectors.

Wellesley College Library claims the distinction of not only having the largest woman's college library, numbering upwards of 100,000 volumes, but a library rich in rarities as well. It is especially strong in the Renaissance period of Italian literature and includes the best Savonarola collection of books and pamphlets in America and equalled only by two or three libraries in Europe. Some of the Italian manuscripts have extensive annotations by Petrarch. There are fine collections of the first editions of Tennyson, Browning and other Victorian authors and the most complete collection of Ruskin editions on this side of the Atlantic. It has also a valuable collection of German manuscripts of the period of the Reformation.

The current or 839th Caxton Head Catalog is deserving of special mention, as are most of the catalogs that come from this bookshop. It contains 104 pages, 540 lots, many interesting illustrations, all devoted to rarities in the French language, many stamped and armorial bindings with books in other languages in French bindings with an index of previous owners and of the famous French binders represented. The cataloger in his exhaustive descriptions, scholarly notes and complete index has spared no pains to make the catalog of permanent bibliographical value.

The Sidney C. Reilly collection of literary, artistic and historical property relating to Napoleon Bonaparte was sold at the American Art Galleries May 4th and 5th, bringing \$28,473.50. A confidential letter from Lord Eldon to the British Prime Minister giving a legal opinion as to affixing of the Great Seal to the treaty for the perpetual imprisonment of Napoleon and the necessary abrogation of the law of nations signed and dated 1815 brought \$400. The original account book of the provisions supplied to Napoleon's household during his imprisonment at St. Helena, with pencil notes and figures in Napoleon's handwriting brought \$390. This item brought \$930 when previously sold in Paris.

In the death of John Herbert Slater, of London, the rare book world suffers a very great loss. In 1887 he founded and has since edited the now monumental work, the "English Book Prices Current," which in his able hands became an authoritative guide to collectors the world over and the idea has been extensively adopted to meet other needs by other lands. In addition he found time to write nearly a score of other books, mainly bibliographical and concerning phases of book collecting, all showing a wide and accurate knowledge, inexhaustible enthusiasm, and a rare power to make his subjects interesting. Some of these books, for instance, "Early Editions," "Round About Book Stalls," "The Romance of Book Collecting," "Engravings and Their Values," and "How to Collect Books," have been quite as popular in this country as in England and must have had a great influence in increasing interest in book collecting. Many of his books went into several editions and some are now out of print and are not easy to find. Mr. Slater was one of the kindest and most genial of English gentlemen and had a fellow feeling for a collector regardless of what corner of the globe he might hail from. Inquiries from collectors, which in later years were numerous, always brought prompt and exhaustive replies, even when his correspondents were entirely unknown and it took hours of research to obtain the necessary information. His death will be a personal loss to collectors all over the English speaking world.

The sale of the library of O. A. Hawkins, of

Richmond, Va., comprising autographic material, confederate imprints, rare Virginia histories, etc., together with a small collection of miscellaneous Americana, sold at the Anderson Galleries, May 2nd and 3rd, brought \$3,958. Among the few rare items and the prices which they brought were the following: Beverly's "Virginia," London, 1705, fine copy of the original edition, \$52.50; broadside of the Declaration of Independence, large 4to, Philadelphia, 1776, \$610; De Hass's "Indian Wars of West Virginia," Wheeling, 1851, first edition, \$24; an unusually large collection of autographs of the governors of Virginia, from Patrick Henry to Fitz Hugh Lee, not quite complete, 1789-1886, \$195; Sir William Keith's "British Plantations in America," London, 1738, an amplification of Beverly's "Virginia," coming down to 1723, \$36; Lewis and Clark's "Original Journals of the Lewis and Clark's Expedition," edited by Reuben Gold Thwaites, 15 vols., New York, 1904, large paper edition, \$59; John Mercer's "Abridgement of the Public Acts of Virginia," Williamsburg, 1737, \$67.50; Southern Historical Society Papers, 42 vols., 1876-1916, \$47.50; William Steith's "Virginia," Williamsburg, 1747, first American printed history of Virginia, \$40; The Virginia Magazine, 26 vols., 1894-1918, \$56; William and Mary's College Quarterly, 27 vols., \$72.50; and Riggs' "Journal of a Tour from Lac Qui Parle to the Mirrouri River," with map, Boston, 1841, \$27.50.

The famous collection of 100 illuminated manuscripts formed by Henry Yates Thompson, of London, is being dispersed with a care that shows that the owner is not disposed to take any unnecessary risks. The first part of this collection was sold June 3, 1919, and brought £52,000; the second, March 23, 1920, £77,965. Of the 42 lots still remaining, 15 lots will be sold at Sotheby's, in London, on June 22, leaving 27 lots still to come into the market. The owner calls special attention to two lots: the first a little jeweled and enameled case containing the "Confession of Faith" of Charles V. and meant to be hung from a girdle as seen in the portraits of Holbein and others; the second, a picture of the Battle of Canne, the frontispiece of a 15th century manuscript, which has in Paris been ascribed to the famous Jean Foucquet of Tours. The first eight manuscripts are French and of high interest, two or three of them, the "Antiphoner of Beaupre," the "Lancelot de Luc," and the "Sainte Chapelle Epistolar," being of great rarity, and not, without difficulty, to be matched in any private collection in England or America. Of the seven remaining lots, all remarkable representations of miniature art, seven countries are represented: South Germany, France, Holland, North Flanders, Bruges, Italy and Spain. Of the fifteen lots of printed books all but one were printed before 1501. The earliest is the Mantelin Bible, printed at Strasburg not later than 1461. It is needless to say that this sale, like those that have preceded it, will attract international attention among a few wealthy

collectors and the general result will be watched with interest by all who are interested in rare

F. M. H.

#### Auction Calendar

Monday evening, May 16th, at 8:15 o'clock. Americana from the Arbury Library and from the stock of the late George D. Smith (Part 7). (Items 218.) The Anderson Galleries, 489 Park Avenue, New York City.

Wednesday, May 18th, at 2 c'clock. Page Avenue.

Wednesday, May 18th, at 3 o'clock. Rare Americana. (No. 120; Items 191.) Heartman Auction Co., 31½ Merchants Row, Rutland, Vt.

#### Catalogs Received

Afrique, Amerique, Asie, Europe, Oceanie, Histoire, voyages, Cartographie Philologie, Archeologie. (No. 8; Items 854.) Librairie Chamonal Freres, 20 Rue de Varenne, Paris, France.

Books—rare, curious, Masonic, and miscellaneous. (No. 61; Items 318.) John Metcalfe-Morton, 1, Duke Street, Brighton, England.

Books suitable for private libraries or for presenta-tion and a selection of good remainders. (Items 296.) James Thin, 54, South Bridge, Edinburgh, Scotland.

Choice and interesting books. (No. 265; Items 631.) Holland Bros., 21, John Bright Street, Birming-

England.

Holland Bros., 21, John Bright Street, Birmingham, England.

Choice, old and rare books. (Part II.) (No. 103; Items 977.) Pickering & Chatto, 40, Panton St., Haymarket, London, S. W. 1, England.

Das Schone Buch. (No. 4; Items 359.) Alfred Lorentz, Kurprinzstrabe 10, Leipzig, Germany.

Greek and Latin classical literature, including texts, translations, and commentaries published in the 16th and 17th centuries. (No. 187; Items 3302.) James Thin, 54 South Bridge, Edinburgh, Scotland.

Miscellaneous books, Cook's Famous Voyages, Picart's Religious Ceremonies, Macklin's Engraved Bible, etc. (No. 9; Items 527.) Albert Britnel', 815 Yonge Street, Toronto, Canada.

Oriental books. (No. 7; Items 1676.) George Salby, 65 Great Russell Street, London, W. C. 1, England.

Rare Americana. (No. 933; Items 752.) C. F.

Libbie & Co., 78 Bedford St., Boston 10, Mass.

Rare books, illuminated manuscripts, autograph letters and documents, original drawings, etc. (No. 226; Items 264.) Myers & Co., 59 High Holborn, London, W. C. 1, England.

Rare and interesting books. (No. 42; 2216.

Reginald Atkinson, 188 Peckham Rye, London, S. E. 22, England.

Scarce and interesting books selected from recent nurchases. (No. 26: Items 267.) William I. Campa

S. E. 22, England.

Scarce and interesting books selected from recent purchases. (No. 56; Items 667.) William J. Campbell, 1731 Chestnut St., Philadelphia, Pa.

Standard sets and other books. (Items 201.) Thoms & Eron, 34 Barclay Street, New York City.

L'Art Anciens S. A. (No. 3; Items 429.) Librairie Et Maison D'Antiquities, 7, Piazza Giardino, Lygano Switzerland.

Lugano, Switzerland.

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# Books Wanted and for Sale

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We have just issued a catalogue containing 4000 items pertaining to some very scarce Americana. Mailed free on application.

D. Appleton & Co., 29 W. 32d St., New York Copies of the Bailiff of Tentsbury, by C. E. D. Phelps and Leigh North, McClurg.

Allen Book and Printing Co., 454 Fulton St., Troy, N. Y.

And They Thought We Wouldn't Fight, Floyd Gibbons.
South Sea Idylls, Stoddard.
Leslie's Boys' and Girls' Weekly.
Leslie's Boys of America.
Hatton, Years of iscretion.

William H. Andre, 607 Kittredge Bldg., Denver, Colo. William H. Andre, 607 Kittredge Bldg., Denver, Colo.
Montaigne, Hazlitt translation.
Terhune's Stories of Bruce.
Terhune's Lad a Dog.
Anatole France, 19 volumes, cloth.
La Rousse Encyclopedia.
Yale Chronicles, 50 volumes.
Larned's History for Ready Reference.
Birds of the Bible, by Porter.
The Ayrshire Homes and Haunts of Burns, by Shelley.
Poets' Homes, by Gillman.

Aggestated Students' Store Berkeley Col

Associated Students' Store, Berkeley, Cal.

Whitney, Sanskrit Grammar. Ricardo, Works oi Ricardo, McCulloch ed., Murray & Evenden. These books are reported out of print.

Bailey's Book Store, Vanderbilt Sq., Syracuse, N. Y. Norway by A. C. Black. Shakespeare's England, W. Winter. Abelard and Eloise. Rabelais, 5 vol. Rabelais, 5 vol. Mind and Brain, Elmer Gates.

William M. Bains, 1213 Market St., Philadelphia Petre, Revolutions in Civilization. Wesselhoeft, Olch. Rough the Miser.

Baker & Taylor Co., 354 Fourth Ave., New York Ford, Scotch-Irish in America.

Barnie's Bookery, 727 E., San Diego, Cal. The Two Babylons. C. E. Barthell, 336 South State St., Ann Arbor, Mich.

Thorington, Ophthalmascope.

Mummery, Microscopic Anatomy of the Teeth.
Gould & Pyle, Anom. and Curio. of Medicine.
Shufeldt, Human Form.
Parson's Pathology of Eye.
Ames & Smith, Cases Torts, Pound edn.
Kale, Cases Future Interests, 1917.

N. J. Bartlett & Co., 37 Cornhill, Boston, Mass. Story of the Outlaw, by Hough.

C. P. Bensinger Code Book Co., 19 Whitehall St.,

New York
Universal Lumber Code.
Commercial Code, Ar.
Pocket Edition Western Union, Liebner's.
Any American-Foreign Language Code.

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Brown's Life of Rufus Choate.
Addresses and Orations of Choate. Paul Hunter, 4011/2 Church St., Nashville, Tenn.

H. R. Huntting Co., Myrick Bldg., Springfield, Mass. Nature Library, 17 vols. Peck, Constellations and How to Find Them, Silver, Burdett.

Mr. H. D. Hussey, National Cash Register Company, Dayton, O.

Memoirs of Extraordinary Popular Delusions and Manners of Crowds, Mackay. One Hundred Years of American Commerce, Henry Hall.

A. J. Huston, Portland, Me.

Robinson's Checker Guide.
Dolling, Ten Years in a Portsmouth Slum.
Cyclopedia of Textiles, Am. Technical Soc.
White Cross Library, Prentice Mulford.
Yoakum's Texas, vol. 1, pp. 81-96.

Hyland's Old Book Store, 204-206 4th St., Portland, Ore.

Haymaker's Principles of Biology.

G. W. Jacobs & Co., 1628 Chestnut St., Philadelphia Hamlet and Richard the Third, in Rolfe Ed., leath. Lay Anthony, Hergesheimer, 1st edition, Mitchell Kennedy.
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Parrish, Bob Hampton of Placer.
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Autobiography of Finly (Evangelist).

Johnson's Bookstore, 391 Main St., Springfield, Mass. Rupert Brooks, a Memoir, by Marsh, pub. 1918 by Lane. Industrial Depression by Hull, pub. Stokes.

Origin of Moral Instinct, vols. 1 and 2, by Southerland. Psychology of Revelations, Le Bon, Putnam & Sons. Habit and Instinct, Morgan, Arnold Co. Degeneracy: Its Causes, Signs and Results, by Talbot, Scribners.
Psychology of People, Lebon, Stechert.

Jones Bookstore, 619 South Hill St., Los Angeles, Cal. Cox's History of the Industrial Army.

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John A. Lavender, 206 River St., Troy, N. Y. Sloan's Life of Napoleon, 4 large vols.

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Life of Mary Baker Eddy, by Milmine, published by McClure Co.

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Haggard, Spirit of Bambatse.
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Lamenais, Words of a Believer.
Comfort, Midstream.
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Millman's History of Christianity, 3 volumes.

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Gibbings Co. Edition Shelton's Translation Don Quixote.

Monetary Times, January-June, 1917, volume 58, 1-26 inclusive (no index); September 14, 1917, volume 59, 11 single issues; April 5, 1918, volume 60, 14 single issues; also index to volume 64, January-June, 1920.

June, 1920. Hillcrest edition of Mark Twain's Tom Sawyer, Huckleberry Finn and Life on the Mississippi.

Newman McGirr, 39 S. 19th St., Philadelphia Brewster, Birds of Cambridge Region. Huttman's Cigar Divan Chess Leaflets, London, 1840-41, The Palamede, Curious Chess Problems, etc. Keppel, The Golden Age of Engraving. Memoirs Lorenzo da Ponte, French or Italian. Catalog Exhibition Old Amer. Silverware, Boston.

R. H. Macy & Co., Herald Sq., New York
Senator Coke's Oration on Chief Justice John Marshall.
The Powder Puff by Blei, pub. by Duffield.
Lady Peggy Leaves Town, by F. A. Mathews, pub. by Moffat, Yard.
Photoplay, a psychological study, by Hugo Munsterberg, Appleton.
Crowds, by J. S. Lee, pub. by Doubleday, Page.
In Powder and Crinoline, by Quiller-Couch, ill. by
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T. A. Markey, care Builders' Exchange, Cleveland, O.

A King in Yellow, Robert W. Chambers. Tracer of Lost Persons, Robert W. Chambers. Maker of Moons, Robert W. Chambers.

Martin & Allardyce, Room 23 Appleby Bldg., Asbury Park, N. J. [Cash] History of Belfast, Me., vol. 1. Town Histories Containing Family Registers.

J. L. Mason, 308 Hill St., Sewickley, Pa.

Detective Stories Magazine, February 10, 1920, containing "Under the Tulips," by May Edginton.

Methodist Book Concern, 150 Fifth Ave., New York What a Boy Saw in the Army, Rev. Jesse B. Young, pub. Hunt & Eaton.

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Webster's Condensed Dictionary, Merriam; must have 794 pages.

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Lewis and Clark, Atlas to Dodd Mead Co.
London, Martin Eden.
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Sadi in the Garden, Fitzgerald.
The Drama, Bates, vols. 11-12.
Dumas, Camille.
Methuen's Pocket Library of Sporting Books, colored ills. as follows: John Mytton, Hauley Cross, Jorreck's Jaunts, Dr. Syntax, 3 vols., Life of a Sportsman, Life in London, Life in Paris, Tower of London, or any others; must be clean copies.

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Nusbaum Book & Art Co., 219 Granby St., Norfolk, Va.

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Lawrence Co., Penna., Atlas.
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Pearlman's Book Shop, 933 G Street Northwest, Washington, D. C.

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Philadelphia Book Co., 17 S. 9th St., Philadelphia British Journal of Photography. Quote any volumes you may have. Chatterton, Steamships and Their Story. Geschwindt, Alum.

Powers, Minneapolis, Minn.

Cook, Life of Florence Nightingale. Osler, Councils and Ideals.
Harper's Household Edition of Dickens, published
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Francis Wharton, Criminal Law, 8th ed., 1880.
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Familiar Letters of James Howell.
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H. C. Bunner, Story of New York House, 1st edn.

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# THEY COME FROM EVERY DIRECTION

# "IF THERE IS ANY MORE DE MORGAN UP YOUR SLEEVE, MR. HOLT, PRAY LET US HAVE IT!"

H. W. BOYNTON, in the WEEKLY REVIEW

We haven't, much to our regret, and it's all the more of a misfortune as re-orders on the "OLD MAN'S YOUTH" show that De Morgan's popularity is as great as ever. You already have a big market for this, his last book, and the large space reviews that are appearing in all well known mediums gives you a backing of opinions that will help you to greatly increase his large circle of devoted readers.

# HERE ARE A FEW MORE

NEW YORK HERALD: "No one since Stevenson has acquired so devoted an army of readers—a worthy capstone to his great achievement."

NEW YORK SUN: "Shows his power at his best."

NEW YORK TIMES: "The love story at the end is perfect"

BOSTON TRANSCRIPT: "Nothing could be more De Morganesque—these reminiscent pages will be enjoyed for their vivid impressions of the scenes and incidents of childhood."

BOSTON POST: "So very human a story—it is likely to outlive other tales by the author."

SAN FRANCISCO BULLETIN: "It is the fruit of a fine intellect—many passages as fire as anything that ever came from the De Morgan Pen."

THE OUTLOOK: "One feels a personal loss now that he can no longer look forward to the next 'De Morgan'".

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